



Euromonitor  
International

# Consumer Values and Behaviour in Poland

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## CONSUMER VALUES AND BEHAVIOURS IN POLAND

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Poland

### PERSONAL TRAITS AND VALUES

Consumers in Poland have complex ideals, preferences and concerns

Older generations feel comfortable expressing their identity with friends and family

Poles have a habit for testing out new merchandise and offerings

Baby Boomers purchase solely from brands and companies that they have complete faith in

Consumers in Poland anticipate having a reduced workload compared to their current one

Baby Boomers anticipate having additional leisure time to enjoy personal activities

### HOME LIFE

While at home, consumers in Poland connect with friends or family virtually

Safe location is the most appreciated home feature among Poles

### COOKING AND EATING HABITS

Consumers in Poland prefer to cook or bake dishes for themselves

Consumers say they do not have time to cook

Younger generations say that choosing to eat at a restaurant is a more hassle-free alternative

Consumers look for healthy ingredients in food and beverages

### WORKING LIFE

Gen X expect to have a job within a short distance from their residence

Consumers in Poland primarily desire to make a substantial amount of money

Poles say they uphold a division between their job and private life

### LEISURE

Consumers prefer socialising with friends in person

Younger generations go shopping for leisure

Consumers in Poland primarily seek getting the best return on money spent when travelling

Baby Boomers expect nature and outdoor activities options when travelling

### HEALTH AND WELLNESS

Consumers participate in walking or hiking

Gen X engage in running or jogging

Poles are interested in herbal remedies to improve wellbeing

### SUSTAINABLE LIVING

Consumers in Poland are worried about climate change

Consumers actively engaged in adopting more sustainable behaviors

Consumers motivated to opt for products that consume less energy

Consumers buy from brands that support issues aligned with their values

### SHOPPING

Consumers in Poland have a fondness for great bargains

Baby Boomers like to browse even if not making a purchase

Consumers in Poland attempt to adopt a minimalist way of living

Younger generations are open to purchasing used or pre-owned goods

Poles subscribe to digital platforms for streaming content

### SPENDING

Poles expect to increase spending on health and wellness  
Gen Z set to increase spending on health and wellness the most  
Consumers are capable of routinely putting away a fraction of their salary  
Older generations express a worry over their present economic state  
Younger generations expect to increase money saving

## TECHNOLOGY

Consumers say that it is important to cultivate their personal brand online  
Younger generations share data in order to receive personalised and targeted offers/deals  
Consumers most frequently use online messaging or communication apps  
Millennials regularly check or refresh profiles on a social media platform  
Gen X frequently read consumer reviews on goods and services  
Consumers engage with businesses' social media content  
Millennials spread the word about products by sharing it online

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